



# THE PEOPLE'S REPORT

Over 17,000 people from all over  
the world shared their reality.

Here's what they told us.



## CONTENTS

- 3 FOREWORD BY JEROO BILLIMORIA
- 4 DEAR GLOBAL LEADERS
- 5 WHY THE PEOPLE'S REPORT?
- 7 #WHATSYOURSTORY: THE PEOPLE'S REALITY
- 9 GETTING THE SDG's BACK ON TRACK
- 11 REGIONAL SUMMARIES
- 12 ANNEX: METHODOLOGY
- 14 AT NIGHT I DREAM OF...
- 15 ACKNOWLEDGEMENTS



# FOREWORD

64% of people responded saying that they are experiencing climate change in their daily lives.

50% of respondents say they cannot trust their governmental leaders.

51% reported worsening mental health since COVID began.

34% of those under 25 years of age would not choose to raise children in their communities.

This is what over 17,000 people responding in 43 languages from around the world have told us as they try to navigate life in this COVID-19 world. These statistics become even more stark when we delve into the regional realities, as noted later in this, the first edition of the People's Report.

Listening to what they say, it is clear that the SDGs are off track and are likely to stay that way unless the world makes a drastic about-turn. We simply cannot continue on this path, paying lip service at yearly gatherings of leaders to the importance of hitting targets, but not changing a thing about how we are working or engaging with communities themselves. According to projections by Social Progress Imperative, even on the most optimistic assumptions the 2030 targets won't be hit until 2082.

Catalyst 2030 members believe that we can get on track. Catalyst 2030 is a coalition of almost 1000 social entrepreneurs and other changemakers, collaborating to drive global systemic change in order to achieve the SDGs by 2030. We are working around the world to change the lives of citizens at the very local, regional, national and international levels. We believe that in order to achieve lasting change, government and private sector initiatives and investments must be channelled to the most needed areas by creating growth in the social economy and made available to those working in the space at the local level. These community leaders must be part of the solution.

This year's People's Report and the survey that has populated the findings may be an imperfect snapshot of the global condition but the concerns expressed by our respondents are real. The People's Report was completed on a shoestring budget, through the dedication and time of the Catalyst community – a true lesson in scaled collaboration from design to distribution between hundreds of members and the communities they work with. This is just the beginning in bringing these voices to the fore.

If we have learnt anything from the experiences over the last two years it is that those most vulnerable in society are the most at risk from global shocks. Whether a global pandemic or an environmental catastrophe, it is chillingly easy for events to turn from a health crisis to a humanitarian disaster.

We have lots of work to do to stop this from happening and it starts with listening to the voices of both those affected and those who are part of the solution. The innovators in the Catalyst network have the answers – local actors working with local communities creating and implementing solutions that work. If governments, corporates and others partner with us, we can make the dream of achieving the SDGs a reality.

On behalf of the catalyst community,

Jeroo Billimoria, Co-founder Catalyst 2030

# DEAR GLOBAL LEADERS

Dear global leaders,

You might have heard from us before, but this time it is different. This time we are approaching you with a single voice and many solutions. The world is suffering; we are suffering; and it's time to do things differently.

When we look around, we see that there is less wildlife, the soil does not give us the harvest it used to, and life was already becoming increasingly difficult when COVID-19 hit and impacted all of us. For some of us, this pandemic meant incomes disappeared and it plunged many of us into debt. Globally our mental health worsened.

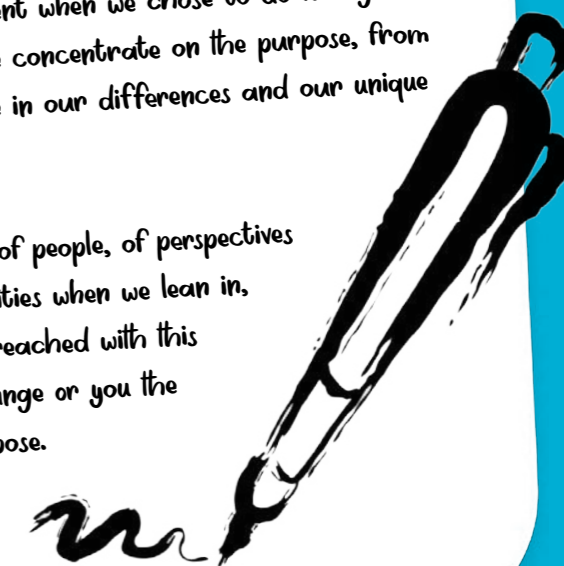
You will hear about us through these pages, our realities, where we are, what we do and feel, but we also wanted to come together to tell you one last story. Our future story.

It is 2030 and the world has never been a better place to live. The air is fresh and people are free to be whoever they want to be. It required a massive effort, but collectively we tackled humankind's worst problems one after the other. We discovered that when you overcome a problem you once thought impossible, the rest just follows through.

We look back and thank ourselves for that moment when we chose to do it together. You see we believe we can drive solutions when we concentrate on the purpose, from SDG one to seventeen, our greatest strengths lie in our differences and our unique understanding and experience.

Our unique selling point is our unique spectrum of people, of perspectives and most of all our unique spectrum of possibilities when we lean in, connect and unite. Whether it's the people we reached with this project, or the social entrepreneurs driving change or you the reader – we all have a role, we all have a purpose.

So tell us, what is your story?



# WHY THE PEOPLE'S REPORT?

The Sustainable Development Goals (SDGs) are a promise to the people of the world. They are a promise to the people who go to bed hungry; a promise to the people who face injustice and discrimination every day of their lives; a promise to the people who work and work, yet see no better future for themselves or their children; a promise to the people who see our planet burning. It is a promise by our leaders that they can and will do better.

Yet this promise is **not being fulfilled**. We are just nine years away from 2030, the date by which the SDGs were to be achieved. **We are still a long way off**. The Social Progress Imperative (SPI) calculates that, even according to the most optimistic assumptions, the promise of the SDGs will **not be delivered until 2082**.

We, humanity, **cannot wait that long**. And we don't have to. The solutions to so many of our problems already exist and are already transforming lives in communities around the world. These solutions **need to be nurtured**, championed and supported if we are to achieve the SDGs. That is why Catalyst 2030 was formed - to bring together a global network of changemakers - social entrepreneurs **working on the toughest problems** in the most marginalised communities to alter the world's trajectory towards the SDGs.



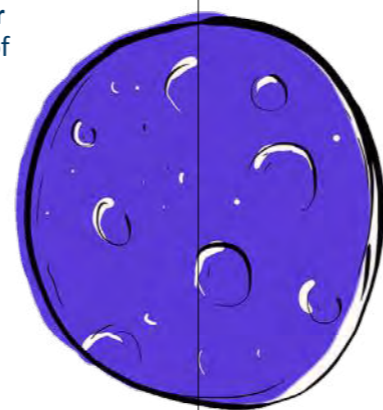
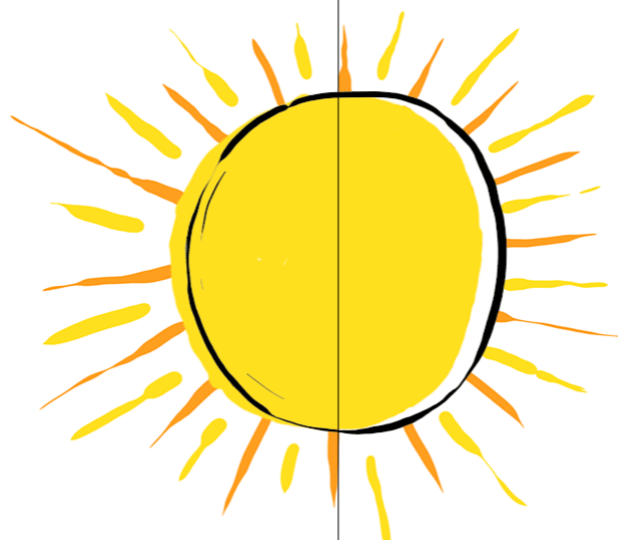
Catalyst 2030 members know that the **solutions that work best** are the ones where the voices of all people are heard and heeded. The SDGs cannot be achieved without understanding people's realities. That is what the People's Report has been created to do. We are not asking whether people have heard of the SDGs. We are asking them to **speak their truths about their lives and their world**, so that their reality is recognised and the solutions tailored.

We took on this task as **Catalyst 2030** because our members have a unique ability to reach the most marginalised people in society. And these communities are not our customers or clients, they **are our partners bound by a relationship of trust**. That is why the People's Report can bring you the voices of people in the townships of South Africa, sex workers in India, Syrian refugees in camps, truck drivers in Australia, office workers in Japan, rose growers in Bogota and so many more.

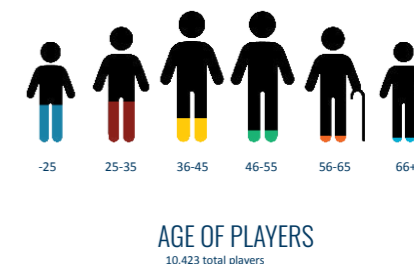
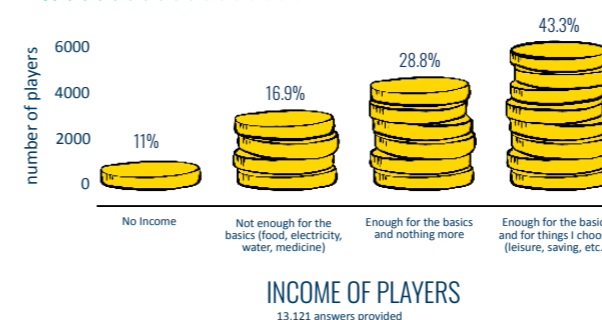
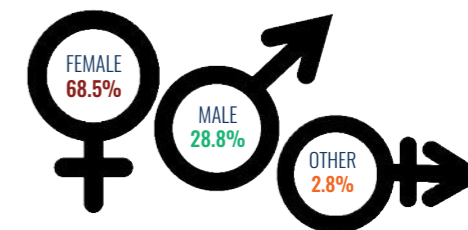
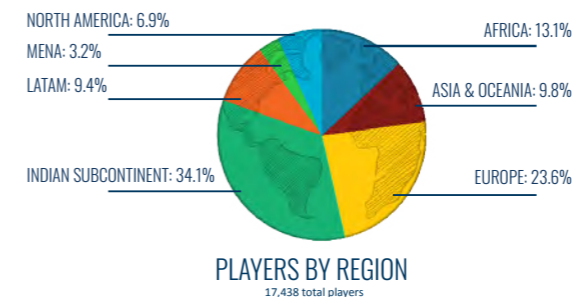
Catalyst 2030 is a **global network**. That is why we were able to break the language barrier and make our survey available in 43 different languages, including eight main African languages and the 10 languages spoken most in India. **We think that's a world record**.

This has been a **massively ambitious** undertaking. We could do it because we are Catalyst 2030. To try to capture in one simple survey the richness and diversity of the lived experience of thousands of people in hundreds of different contexts - rich and poor, urban and rural - **was a huge task**.

But through our membership we ran **over a hundred focus groups to test and refine** this tool. And thanks to our friends and partners at **Play Verto** we could build this not like a traditional survey but as an interactive, game-like experience that would make it engaging and fun to play (online or offline), always respecting the dignity and **protecting the personal data** of our 'players'.



More than **17,000 people across the globe** contributed their voices to the People's Report.



Through our network **we reached many voices** which are not usually heard. We focused on maximising participation so we have not used controlled samples, although players did **contribute a lot of information** about their age, gender and income, to help us understand their responses better. The People's Report is intended to complement, not to replace other statistics and studies to **enhance our understanding**.

THE PEOPLE'S REPORT BY THE NUMBERS

**130+**  
CATALYST MEMBERS PARTICIPATED IN THE DESIGN OF THE GAME

GAME TRANSLATED INTO  
**43**  
LANGUAGES

**15** FOCUS GROUPS TO TEST AND REFINE THE SURVEY

**11**  
QUESTIONS, ASKING ABOUT EVERYTHING FROM HUNGER TO HAPPINESS

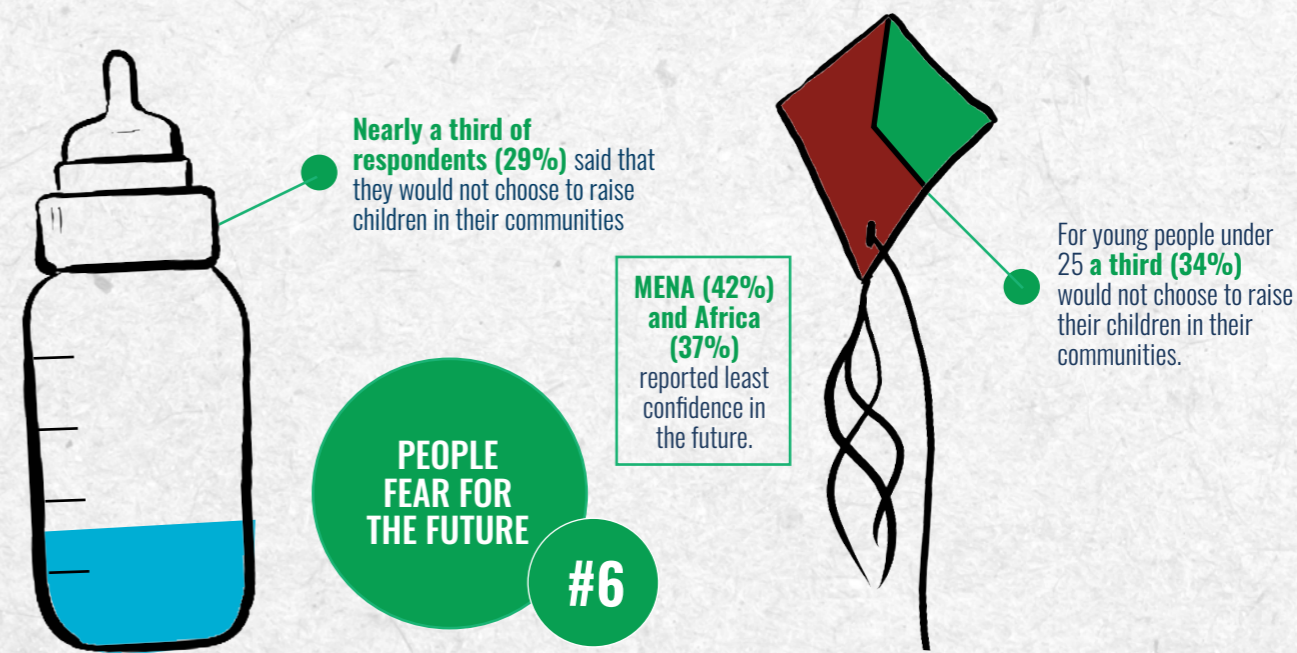
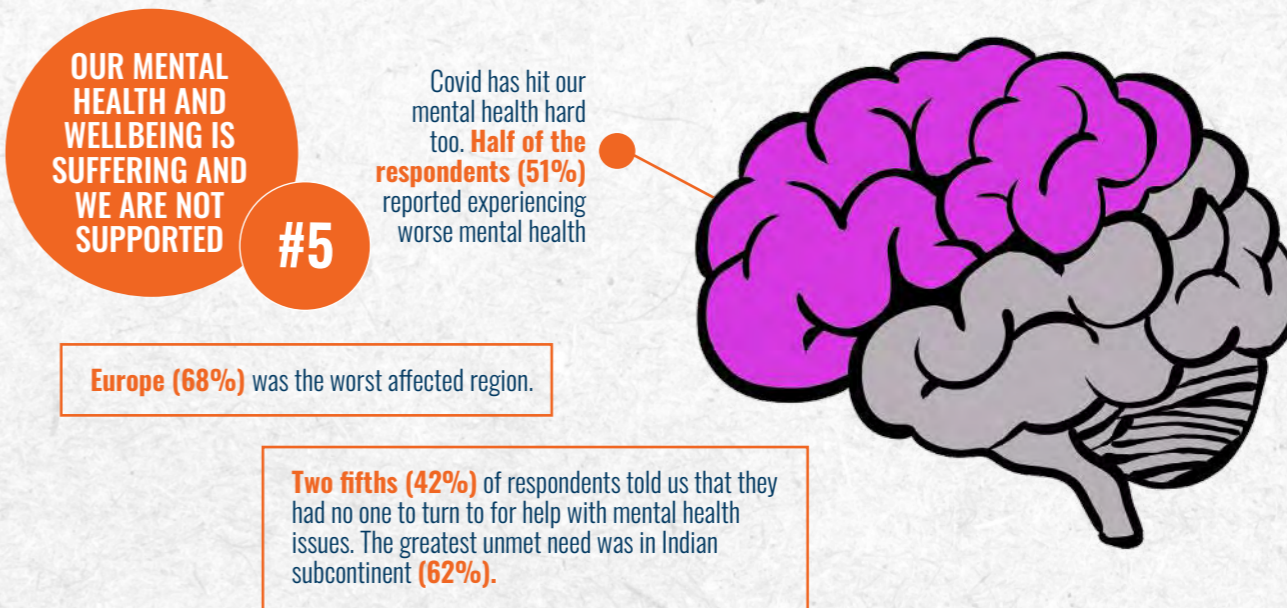
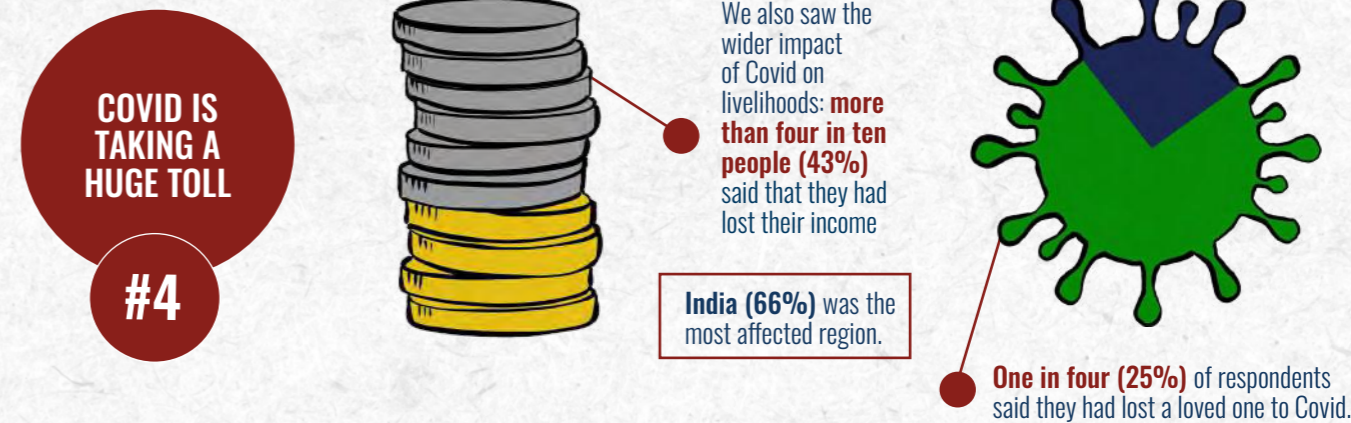
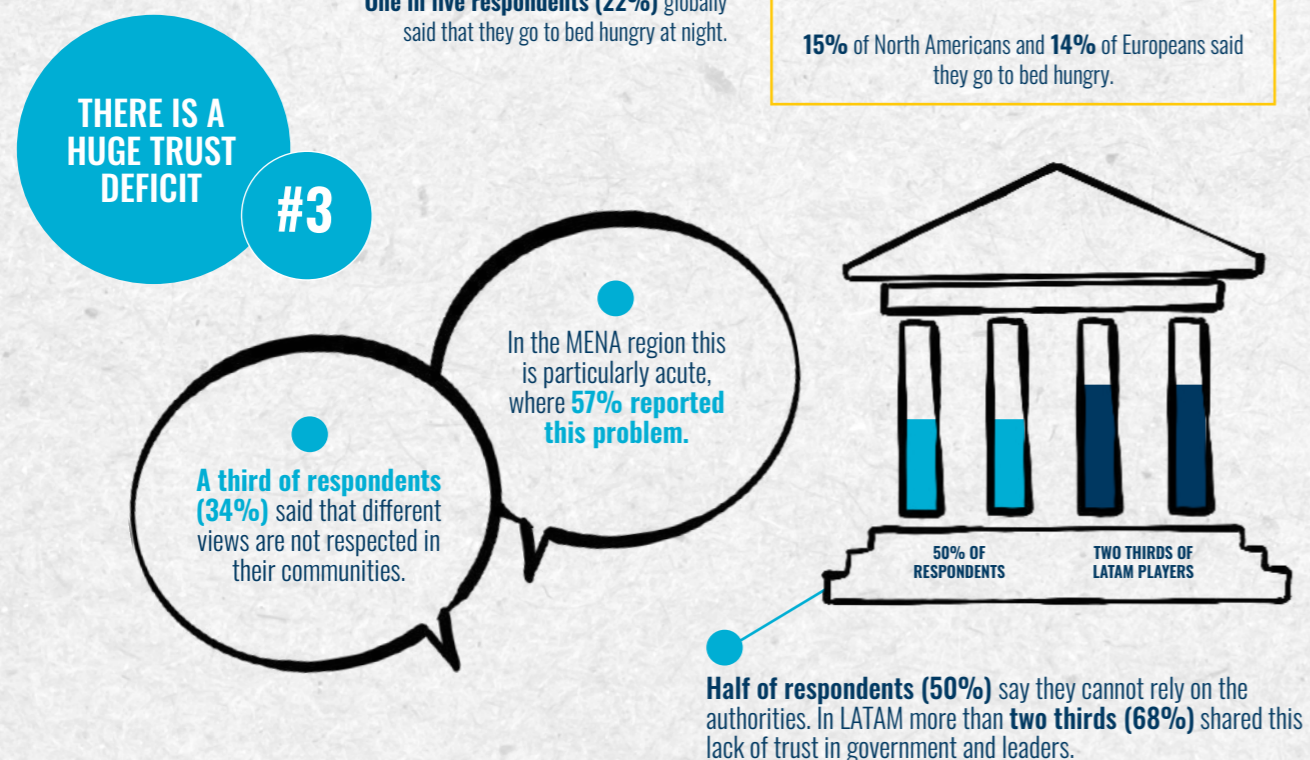
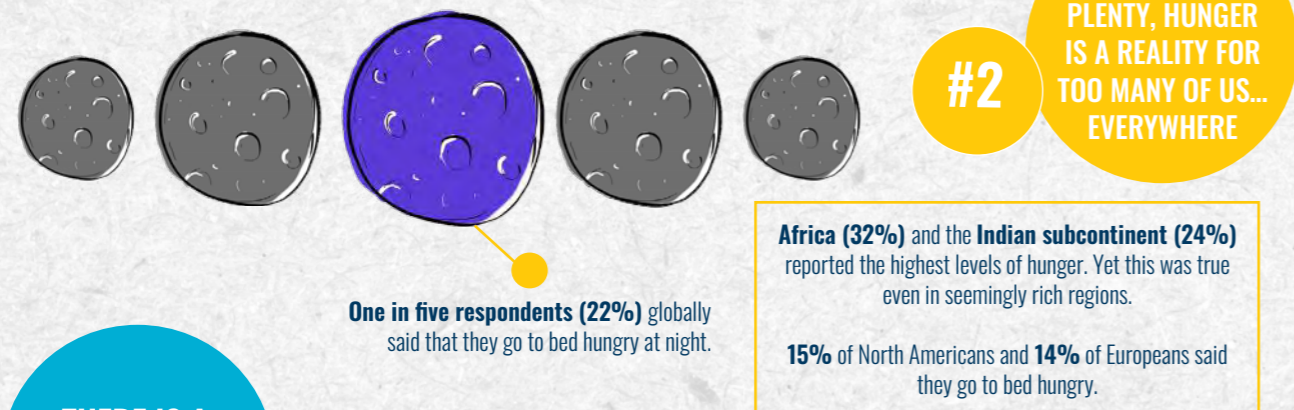
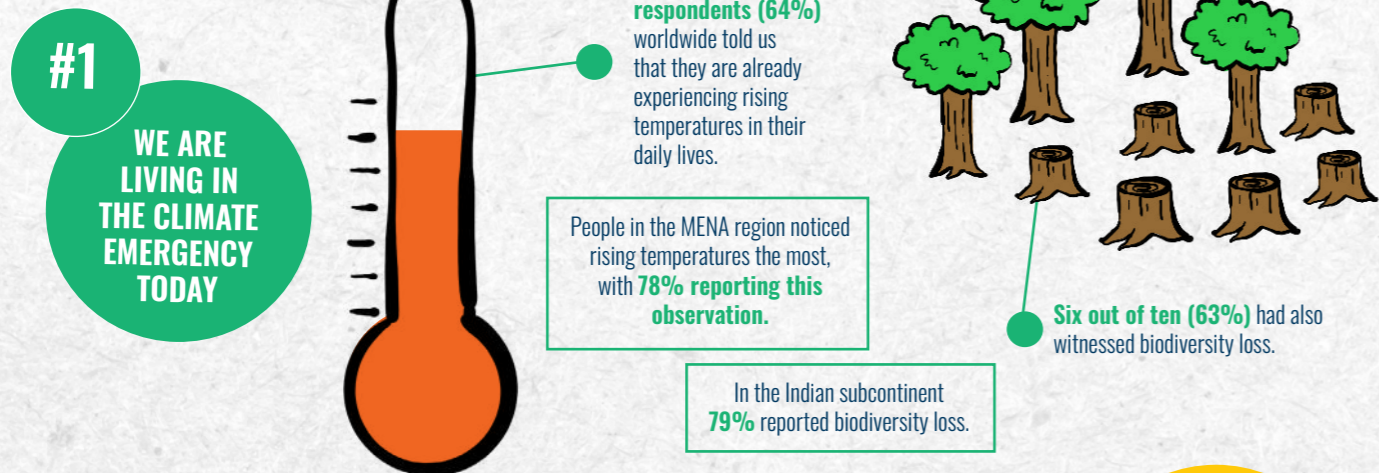
**17,437**  
PLAYERS FROM ACROSS THE GLOBE, RECRUITED THROUGH SOCIAL MEDIA, WHATSAPP PROMOTION, E-MAIL BLASTS AND DIRECT OUTREACH INTO COMMUNITIES WITH THE OFFLINE TOOL

In the next section we **share what the people have said**. How the people we reached experience our world. Then we look at what needs to be done to **get the SDGs back on track**.

# #WHATSYOURSTORY? THE PEOPLE'S REALITY

A simple **call to action**; 'Play eleven questions and share your life story'. The People's Report **represents the voice of more than 17,000 people** around the world. Diverse, beautiful voices, each with a unique story. A report like this can never do them justice, but we can share what we heard.

Six messages that rang out from the data; six messages that our leaders need to hear.



We cannot thrive in a world that faces such problems. We want and deserve better. And a better world is possible. The solutions to these problems already exist. We just need to get them everywhere.

In the next section of this report we set out **Catalyst 2030's vision** for how to fulfil the promise of the SDGs.

# GETTING THE SDGs BACK ON TRACK

Because of multiple compounding crises, among them COVID-19 and the acceleration of climate change, the urgency of realising the SDGs becomes **more apparent every day**. At the same time, the importance of getting progress towards the SDGs 'back on track' weighs heavily on social change innovators as **the SDGs are far from realisation**. However, it is important to recognise that the SDGs were never 'on track' to begin with, and they are currently poised to take the better part of the century to come to fruition.

At Catalyst 2030, we believe that **systems social entrepreneurs** can be key allies with governments in bringing about these structural changes. Many social entrepreneurs take a **systemic approach to solving societal issues**. Systems social entrepreneurs work to change policies, practices, power dynamics, social norms or mindsets that currently hinder progress. They apply **participative, people-centric ways** of developing solutions to deliver innovative approaches, which can be a great complement to governments' macro-level perspectives.



Two participants in Latin America meet up to play The People's Report on their devices.



## The role of governments

For progress to be made, above all else, it is imperative that governments shift their policies in alignment with the SDGs.

### (i) Institutionalising innovations

Governments are in a unique position to enable change. They hold the key to changing many societal systems by institutionalising successful innovations developed by systems social entrepreneurs to reach all their constituents, for example, by translating them into policies or adopting them in government programmes.

By evolving existing administrative practices, governments can create the supportive ecosystems that systems social entrepreneurs need to develop more of these innovative solutions. It is important that the input and efforts of localised organisations do not feel 'extractive'; the interaction between governments and these smaller enterprises must be truly collaborative.

As transformation guides who can mobilise diverse coalitions around a shared vision, systems social entrepreneurs could improve the legitimacy and accountability of policy processes.

### (ii) Partnering with proximity leaders

Governments across the world must accept the responsibility of becoming better and faster at achieving the SDGs. The best way to do this is to partner with systems social entrepreneurs who are closest to the issues at hand. Systems social entrepreneurs are key allies for governments in collaborating to bring about required structural changes.

They work to change policies, practices, power dynamics, social norms, and mindsets that hinder progress. And most significantly, they offer effective solutions that complement the macro-governmental perspective, deliver lower cost solutions, and boost their countries' economies by generating jobs and income.

Governments can create a supportive ecosystem for systems social entrepreneurs to foster and spread social innovation sustainably and at scale by partnering with them as delivery agents for structural programmes.

The **New Allies** impact area framework, which builds upon impact areas previously defined in the New Allies Report, **suggests five areas** in which governments can act to create supportive ecosystems for system social entrepreneurs.



### Area #1 - Promote the power of the collective

Shift the power dynamics to enable the frontline and foster cross-sectoral collaboration.



### Area #2 - Enable social sector models

Create an environment that is inclusive and conducive to social enterprises and their business models.



### Area #3 - Strengthen capabilities

Build a skillset that improves effective collaboration between civil servants and social entrepreneurs.



### Area #4 - Provide information

Support efficient and well-informed decision making on social innovation.

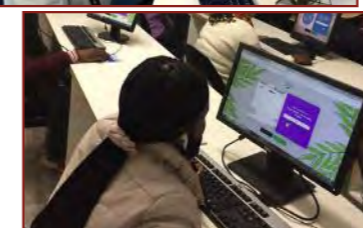


### Area #5 - Foster institutionalisation

Drive sustainable and irreversible implementation of social innovation at scale.

We at Catalyst 2030 believe that **drastic action must be taken**, not simply to fulfill the promise made by all of our leaders when the SDGs were formulated, but to protect our very existence. The past year has shown us time and again, be it through a pandemic, massive economic fluctuations, political upheaval and disinformation, violence or natural disasters, that **we are incredibly vulnerable**.

This vulnerability will worsen if we **do not act now**. A concerted and unified effort must be undertaken to address the SDGs- one that incorporates and elevates those that are working at the local level, working in a **true partnership** with government and other changemakers.

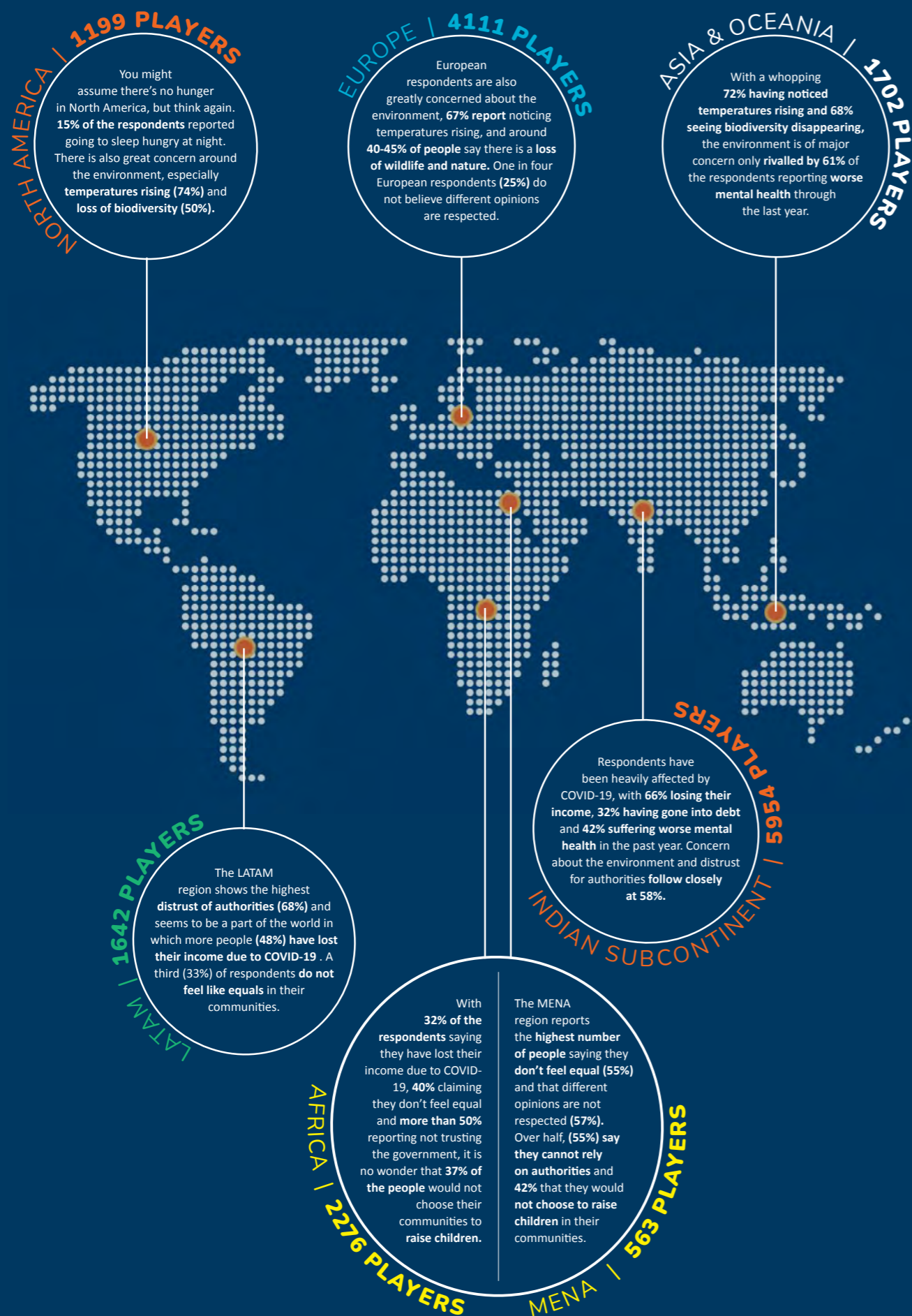


Participants playing The People's Report in an internet cafe run by Luvuyo Rani.



[Download The New Allies report here](#)

# REGIONAL SUMMARIES



# ANNEX: METHODOLOGY

## Question Design

Catalyst 2030's first step was to **create a task force** to come up with a set of questions. These were presented to the wider Catalyst 2030 community for comment and approval. However, when presented at the network's **General Assembly (April 2021)**, the Catalyst 2030 community rejected the proposal.

The conclusion was that the wider **Catalyst 2030 community had to be involved** from the beginning and the task force therefore hosted focus groups for each region in May 2021 thereby **giving a voice** to everyone who wanted to be involved, resulting in an extraordinary co-creation experience and making the survey **far more rich and insightful**.

The outcome of these **seven regional focus groups** were 11 universal questions, designed to create an easily comparable data set. The interactive, **game-like experience** replaced a more traditional form of survey by asking each player/user to follow a story-like format and fill in the gaps based on their reality. This was presented in seven different regional versions. Each had their **unique visual designs** in order to generate a **personalised experience** for each player.

## Languages

Wanting the survey to be the most inclusive possible, the first step was to get it translated into as many languages as we could. This was of special relevance as we knew that the largest SDGs survey carried out by the UN was available only in English and German.

Moving away from using an automated translation tool, being aware of how important context was in a highly personal and sensitive survey as this one, we asked the Catalyst 2030 community to voluntarily translate the survey into their languages. In total, a world record-breaking 43 translations were obtained.

| Flow   | Indicator   | Legs   | ANSWER OPTION 1  | ANSWER OPTION 2 | ANSWER OPTION 3 | ANSWER OPTION 4 | ANSWER OPTION 5 | ANSWER OPTION 6    | ANSWER OPTION 7 | ANSWER OPTION 8 |
|--|---|--------|------------------|-----------------|-----------------|-----------------|-----------------|--------------------|-----------------|-----------------|
| Select region  | Allow us to personalise the users experience        | Africa | Asia and Oceania | Mena            | Europe          | North America   | LATAM           | India subcontinent |                 |                 |
| Welcome and survey context 'the why'                                   | Type of living arrangement                          | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| I live in a...   | Existence of shelter                                | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| In the corner of the world, I have a place I can call a home           | Coverage basic needs                                | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| My home has (I)  | Electricity   | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| Some nights, I go to sleep hungry                                      | Experienced hunger                                  | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| Because (I)  | Barriers eating food                                | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| My usual meal consists of... (I)                                       | Average food consumption                            | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| My income is...  | Income range  | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| In the area in which I live, I can find within reach                   | Presence health services                            | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| When I needed the services within the reach, I was able to use them    | Use of health services                              | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| And that is because of the (I)   | Barriers accessing health services                  | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| When I think about life in my community, I feel it is a place where... | Personal experience: safety, rights & inclusiveness | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| Over the last 5 years, I've noticed the environment around me...       | Environmental experience - Issues                   | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| Through last year, with COVID, I've...                                 | COVID Experience                                    | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| About you  | Demographics  | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| And at night, I dream of   | Dreams & aspirations                                | No     | Yes              | Yes             | Yes             | Yes             | Yes             | Yes                | Yes             | Yes             |
| Thank you so much  |   |        |                  |                 |                 |                 |                 |                    |                 |                 |

Screenshot of the master question spreadsheet.

## Visual design

With 43 languages included in the survey we were able to speak to people directly in the language they felt most comfortable using. The design needed to be as inclusive, but without using any words. The hand drawn, loose linework, and single, bold colours ensured that the visuals accompanying the questions aided in telling the story. The overarching aim of the survey design was to help people feel immersed in the experience, that they were part of something unique, playful and above all, easy to understand and complete.



## ANNEX: METHODOLOGY (continued)

### Distribution

We combined an online and offline approach, using social media and the Catalyst 2030 members' networks and field workers.

The survey was also available online and offline, for those with connectivity issues. We used the data in real time, to spark the curiosity of potential players and engage them to play, share and compare themselves to others within their region.



### Anonymity

It is important for us to protect the anonymity of the users who have participated in the People's Report. We have avoided processing any personal data that could directly or indirectly link any user back to a person. This concern with privacy is enhanced because:

- The end-user was not asked to download an app or to create an account.
- Each user who accessed the experience was given a unique ID number which is generated each time the URL is loaded, meaning each player is unique and the number is never revealed to the player.
- We limited the number of 'Sensitive data' questions to only, Age and Gender; making it more difficult to identify individuals.
- All sensitive data questions require their own consent; If personal information was accidentally submitted then it was removed from our database during the moderation process. In order to participate in the People Report, the end-user had to provide consent.

### Sampling

The data presented is not meant to be read as a generalisation of the regions presented. This report does not claim to be representative of either the regions presented, nor the globe as a whole. This report only reflects the respondents replies to the issues presented in the survey and analyses their responses.

It was distributed by Catalyst 2030 members among their communities in a random manner with a special emphasis on the last mile communities but the link being open for all.

### Open source

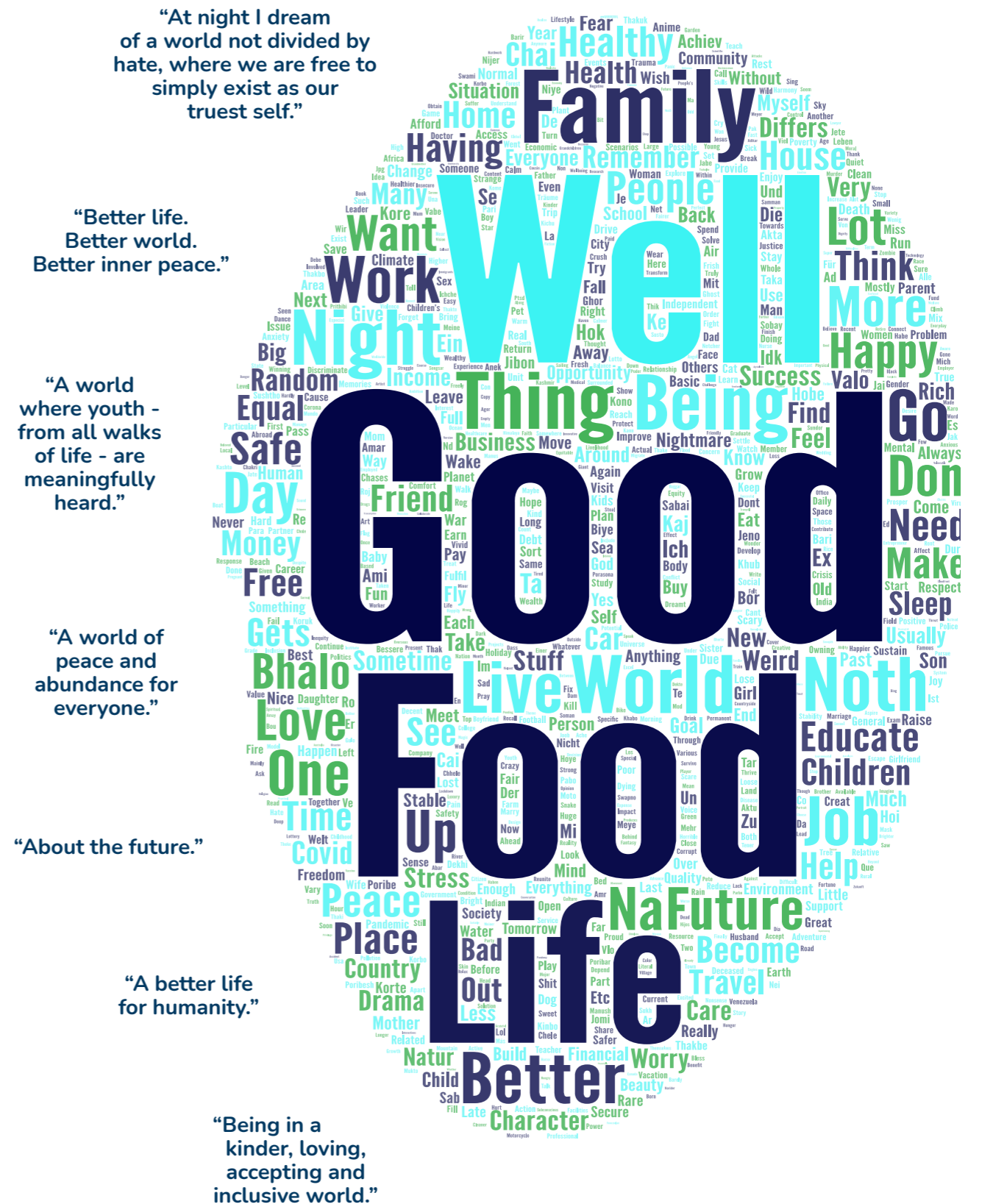
The data is free and available for all those in the field of social change who wish to run their own analysis. Please [fill in the contact form](#) via the Play Verto website.

This year was the pilot. Through this process we have come up with lots of ideas on how to improve the People's Report in coming years and we would welcome your suggestions too.

Please send feedback to [bram@onefamilyfoundation.one](mailto:bram@onefamilyfoundation.one)

## AT NIGHT I DREAM OF...

When asked where their thoughts wandered at night, these were the most common responses.



# ACKNOWLEDGEMENTS

## Task Force Partners

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Play Verto and SPI would like to **acknowledge all the partners** who came together to create and shape **the People's Report**. We feel encouraged by the proactiveness among the partners to elevate the voices of the people on the ground and **enlighten world leaders at the United Nations**; shining a spotlight on where progress needs to be made and offering proven real world and systemic solutions to catalyse positive social change. **We are looking forward to the next initiative!**

Catalyst 2030 would also like to emphasise the contributions and support of its **2030 Incubation Board** (including Ashoka, Echoing Green, Schwab Foundation and Skoll Foundation), its **General Assembly** and all of its members ([see the full overview here](#)).

As a group, **we thank all our members** who took the time to disseminate the survey across their networks and within their communities on the ground. Specifically, we are grateful for the members who **translated the report into 43 languages** to make sure people's voices are represented in all corners of the world. We also **thank all contributors** who reviewed our drafts and helped us refine this report through their feedback.